

TRACE

Target Responsibility for Alcohol Connected Emergencies



FACT SHEET

- The Department of Alcoholic Beverage Control (ABC) should be notified immediately of any death or serious injury involving underage drinking.
- TRACE is a protocol wherein first responders to alcohol-related emergencies immediately notify ABC when an incident involves a person under 21 and alcoholic beverage.
- ABC Investigators will conduct a simultaneous investigation to determine where the alcoholic beverages were acquired, purchased, or served.
- Investigators will be alert to the collection of evidence that may indicate where the alcoholic beverage was obtained. Such evidence can include false identification, receipts, bags, labels, and statements of witnesses.
- A timely notification to the TRACE Unit greatly improves the chance of a successful investigation.
- If the TRACE investigation determines that an ABC licensed location sold or furnished alcoholic beverages to a minor, the Department will file administrative action to suspend or revoke the license of that business.
- The TRACE Protocol was developed by the Department of Alcoholic Beverage Control, Office of Traffic Safety, California Attorney General's Office, California Highway Patrol, California Police Chiefs Association, and California State Sheriffs' Association.
- For more information about the TRACE Unit, contact Supervising Investigator Jerry Ackley at (562) 467-8405 or District Administrator Eric Hirata at (916) 928-9807.